



# FY22 REPORT FOR THE MISSOURI DIVISION OF TOURISM

The Missouri Division of Tourism promotes the state's diverse tourism industry through a comprehensive strategic marketing plan that includes paid, earned, shared and owned media outreach that engages consumers across a variety of platforms and channels. In addition, MDT helps local communities maximize their marketing dollars through its Cooperative Marketing Program and provides support for the motion media industry through the Missouri Film Office.

## TOURISM IN MISSOURI

Fiscal Year 2022



**\$18.4 BILLION**

Total economic impact



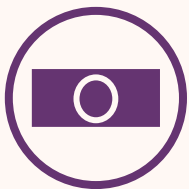
**\$16 BILLION**

Taxable sales



**40.1 MILLION**

Total number of visitors



**\$1.5 BILLION**

Spent by travelers influenced  
by MDT's marketing (CY22)



**281,032**

Missourians employed  
in tourism



**\$602.7 MILLION**

State tax revenues from tourism



**2.49 MILLION**

Number of visits to VisitMo.com



**\$4 MILLION**

Marketing funds disbursed  
to DMO partners



**387,050**

Number of visitors to Official  
Missouri Welcome Centers



**\$321.82**

Amount spent per person  
per overnight trip (CY22)



**144**

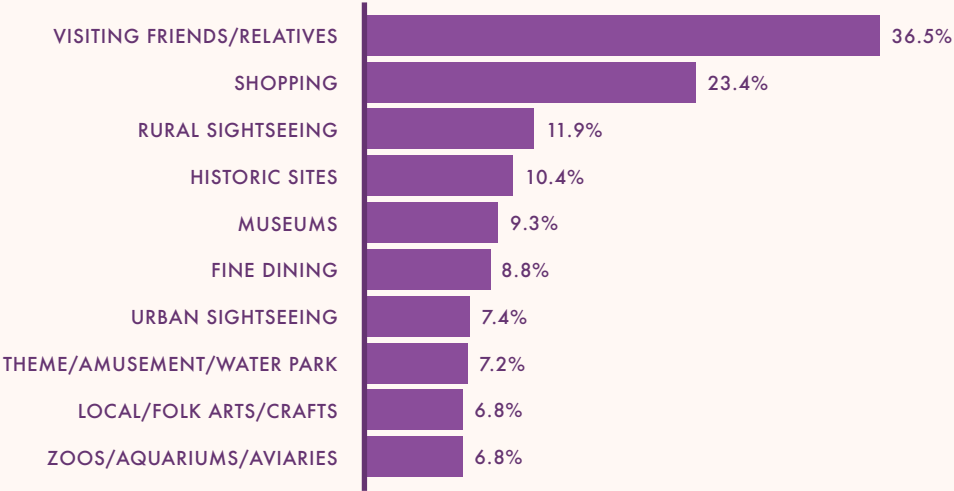
Motion media projects assisted  
by the Missouri Film Office

# VISITOR PROFILES

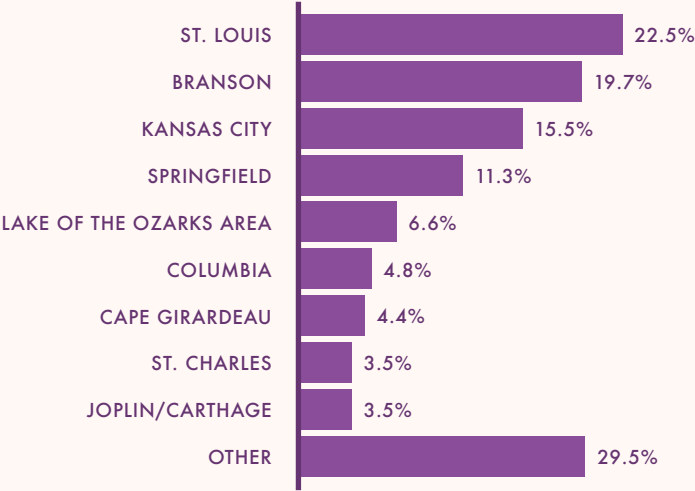
FOR FY22

Tourists from around the region come to Missouri to enjoy time with friends and family, experience our state’s culture, and explore our unforgettable destinations and attractions. Without tourism, the average Missouri household would face an additional tax burden of \$614.

## TOP VISITOR ACTIVITIES IN MISSOURI

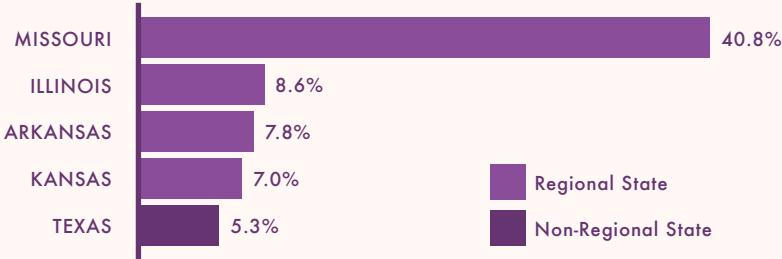


## TOP DESTINATIONS VISITED IN MISSOURI



## MISSOURI SOURCE MARKETS

Note: This data reflects two years of combined TraveltrakAmerica data to generate a larger sample.



# County Tourism Spending, Employment and Property Tax

	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX
ADAIR COUNTY	\$46,584,582.91	1,124	\$ 977,300
ANDREW COUNTY	\$10,430,349.32	269	\$ 548,632
ATCHISON COUNTY	\$8,242,283.25	79	\$ 304,961
AUDRAIN COUNTY	\$27,803,822.81	550	\$ 677,974
BARRY COUNTY	\$52,383,772.81	924	\$ 921,867
BARTON COUNTY	\$14,276,069.80	371	\$ 557,375
BATES COUNTY	\$15,444,015.38	316	\$634,569
BENTON COUNTY	\$24,447,361.18	475	\$985,962
BOLLINGER COUNTY	\$4,514,067.15	85	\$129,844
BOONE COUNTY	\$499,445,435.35	10,809	\$9,827,202
BUCHANAN COUNTY	\$216,800,189.48	3,832	\$2,879,194
BUTLER COUNTY	\$93,034,286.54	1,913	\$1,409,566
CALDWELL COUNTY	\$2,412,669.07	50	\$90,782
CALLAWAY COUNTY	\$53,630,492.82	1,144	\$1,200,104
CAMDEN COUNTY	\$268,629,918.72	4,121	\$9,921,330
CAPE GIRARDEAU COUNTY	\$240,263,180.37	4,650	\$3,715,301
CARROLL COUNTY	\$9,404,673.73	190	\$385,754
CARTER COUNTY	\$7,899,366.87	199	\$641,724
CASS COUNTY	\$158,314,392.50	3,655	\$8,015,298
CEDAR COUNTY	\$14,307,569.00	341	\$530,542
CHARITON COUNTY	\$4,243,266.26	129	\$285,248
CHRISTIAN COUNTY	\$129,411,518.82	2,670	\$6,362,800
CLARK COUNTY	\$3,852,166.71	110	\$250,580
CLAY COUNTY	\$609,473,115.44	11,814	\$17,223,682
CLINTON COUNTY	\$10,045,375.19	398	\$888,681
COLE COUNTY	\$175,445,984.74	3,796	\$3,145,331
COOPER COUNTY	\$27,596,939.31	758	\$1,754,036
CRAWFORD COUNTY	\$34,949,251.48	669	\$702,642
DADE COUNTY	\$4,396,785.97	114	\$225,868
DALLAS COUNTY	\$18,337,735.24	349	\$509,312
DAVIESS COUNTY	\$3,495,492.52	80	\$240,044
DEKALB COUNTY	\$21,594,048.38	170	\$261,800
DENT COUNTY	\$21,336,091.61	341	\$355,436
DOUGLAS COUNTY	\$10,747,692.84	203	\$222,560

	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX
DUNKLIN COUNTY	\$38,223,242.25	726	\$717,573
FRANKLIN COUNTY	\$203,588,801.02	3,923	\$6,266,993
GASCONADE COUNTY	\$27,818,378.53	550	\$1,087,846
GENTRY COUNTY	\$4,059,282.05	110	\$168,601
GREENE COUNTY	\$918,443,887.86	17,460	\$14,510,942
GRUNDY COUNTY	\$9,307,486.71	235	\$370,452
HARRISON COUNTY	\$14,314,352.48	226	\$470,033
HENRY COUNTY	\$39,785,087.85	671	\$664,077
HICKORY COUNTY	\$8,219,415.23	198	\$559,863
HOLT COUNTY	\$5,968,012.34	87	\$181,870
HOWARD COUNTY	\$5,475,057.11	138	\$167,852
HOWELL COUNTY	\$70,417,939.47	1,318	\$895,316
IRON COUNTY	\$9,261,415.78	229	\$295,132
JACKSON COUNTY	\$2,513,514,732.65	38,862	\$72,746,517
JASPER COUNTY	\$286,743,383.08	5,474	\$4,031,521
JEFFERSON COUNTY	\$359,270,228.12	6,091	\$15,187,446
JOHNSON COUNTY	\$84,115,352.24	1,734	\$2,769,405
KNOX COUNTY	\$1,172,435.92	25	\$48,876
LACLEDE COUNTY	\$71,486,279.44	1,281	\$1,073,900
LAFAYETTE COUNTY	\$35,503,829.49	798	\$1,255,476
LAWRENCE COUNTY	\$39,232,901.27	811	\$933,195
LEWIS COUNTY	\$3,805,860.37	150	\$252,276
LINCOLN COUNTY	\$63,022,385.52	1,073	\$2,206,187
LINN COUNTY	\$13,137,973.45	294	\$359,668
LIVINGSTON COUNTY	\$24,630,660.27	516	\$472,110
MACON COUNTY	\$26,253,332.68	590	\$787,320
MADISON COUNTY	\$12,786,319.91	299	\$255,855
MARIES COUNTY	\$3,693,824.44	53	\$101,789
MARION COUNTY	\$77,568,033.78	1,397	\$1,402,528
MCDONALD COUNTY	\$15,301,003.50	346	\$211,624
MERCER COUNTY	\$436,709.96	5	\$9,640
MILLER COUNTY	\$58,006,942.24	850	\$3,109,157
MISSISSIPPI COUNTY	\$10,989,502.87	280	\$360,261
MONITEAU COUNTY	\$8,832,273.82	223	\$324,792
MONROE COUNTY	\$5,304,569.85	159	\$470,545
MONTGOMERY COUNTY	\$8,407,627.23	239	\$423,174
MORGAN COUNTY	\$35,896,895.21	728	\$1,905,357
NEW MADRID COUNTY	\$31,453,194.48	405	\$429,765
NEWTON COUNTY	\$122,879,375.64	2,135	\$1,777,090
NODAWAY COUNTY	\$36,437,448.37	999	\$1,203,398
OREGON COUNTY	\$7,855,797.44	154	\$178,516
OSAGE COUNTY	\$7,740,138.46	204	\$137,809

	NAICS SPENDING	EMPLOYMENT	PROPERTY TAX
OZARK COUNTY	\$12,403,410.51	257	\$631,571
PEMISCOT COUNTY	\$11,055,619.45	320	\$325,349
PERRY COUNTY	\$27,716,350.87	642	\$526,036
PETTIS COUNTY	\$87,662,866.04	1,541	\$1,315,451
PHELPS COUNTY	\$102,507,772.59	2,242	\$1,785,648
PIKE COUNTY	\$17,107,290.85	441	\$570,825
PLATTE COUNTY	\$332,458,086.02	5,536	\$11,244,473
POLK COUNTY	\$40,431,457.50	644	\$591,499
PULASKI COUNTY	\$91,427,173.62	2,387	\$2,790,407
PUTNAM COUNTY	\$1,035,363.86	21	\$40,712
RALLS COUNTY	\$5,818,758.37	166	\$100,377
RANDOLPH COUNTY	\$34,457,939.31	635	\$676,712
RAY COUNTY	\$13,948,624.19	391	\$905,552
REYNOLDS COUNTY	\$4,817,907.59	102	\$230,133
RIPLEY COUNTY	\$9,420,782.36	211	\$205,239
SALINE COUNTY	\$28,513,570.79	640	\$555,228
SCHUYLER COUNTY	\$502,471.76	23	\$117,755
SCOTLAND COUNTY	\$2,320,780.45	49	\$81,715
SCOTT COUNTY	\$61,894,101.77	1,196	\$1,034,440
SHANNON COUNTY	\$9,833,735.26	231	\$260,958
SHELBY COUNTY	\$2,719,857.51	63	\$103,501
ST. CHARLES COUNTY	\$1,062,624,957.81	20,700	\$42,208,742
ST. CLAIR COUNTY	\$5,906,468.12	101	\$240,199
ST. FRANCOIS COUNTY	\$125,622,565.33	2,371	\$2,548,900
ST. LOUIS CITY	\$1,630,721,175.12	21,554	\$27,582,104
ST. LOUIS COUNTY	\$2,874,401,090.42	51,136	\$20,727,875
STE. GENEVIEVE COUNTY	\$22,240,157.76	561	\$1,063,777
STODDARD COUNTY	\$36,187,823.13	698	\$737,380
STONE COUNTY	\$245,097,900.09	2,395	\$10,260,746
SULLIVAN COUNTY	\$2,194,921.60	13	\$15,611
TANEY COUNTY	\$824,122,070.50	11,625	\$20,848,210
TEXAS COUNTY	\$18,009,903.74	381	\$333,949
VERNON COUNTY	\$30,094,600.32	533	\$495,638
WARREN COUNTY	\$46,192,351.31	773	\$1,612,664
WASHINGTON COUNTY	\$18,795,655.42	344	\$365,293
WAYNE COUNTY	\$6,889,172.49	267	\$363,317
WEBSTER COUNTY	\$43,237,912.11	750	\$765,764
WORTH COUNTY	\$67,458.95	18	\$116,175
WRIGHT COUNTY	\$17,046,296.24	330	\$261,643
<b>TOTAL</b>	<b>\$16,071,061,735.08</b>	<b>281,032</b>	<b>\$372,206,614</b>

NAICS Spending – Spending in the 45 tourism-related North American Industry Classification System (NAICS) codes; source: Missouri Department of Revenue

Employment – Employment in the 45 tourism-related NAICS codes; source: Missouri Department of Revenue

Property Tax – Property tax on tourism-related businesses within county; source: Tourism Economics

# Tourism-Related NAICS\* Categories

NAICS CODE - DESCRIPTION	
1	722511 - Full-Service Restaurants
2	711110 - Theater Companies and Dinner Theaters
3	722310 - Food Service Contractors
4	722320 - Caterers
5	722330 - Mobile Food Services
6	722513 - Limited-Service Restaurants
7	722514 - Cafeterias, Grill Buffets, and Buffets
8	722515 - Snack and Nonalcoholic Beverage Bars
9	722410 - Drinking Places (Alcoholic Beverages)
10	721110 - Hotels (except Casino Hotels) and Motels
11	721120 - Casino Hotels
12	721191 - Bed-and-Breakfast Inns
13	721310 - Rooming and Boarding Houses
14	721211 - RV (Recreational Vehicle) Parks and Campgrounds
15	721214 - Recreational and Vacation Camps (except Campgrounds)
16	721199 - All Other Traveler Accommodation
17	611610 - Fine Arts Schools
18	711120 - Dance Companies
19	711130 - Musical Groups and Artists
20	711190 - Other Performing Arts Companies
21	711510 - Independent Artists, Writers, and Performers
22	711211 - Sports Teams and Clubs
23	711212 - Racetracks
24	711219 - Other Spectator Sports
25	713120 - Amusement Arcades
26	713950 - Bowling Centers
27	713910 - Golf Courses and Country Clubs
28	713110 - Amusement and Theme Parks
29	712110 - Museums
30	721120 - Historical Sites

# Tourism-Related NAICS\* Categories

NAICS CODE - DESCRIPTION	
31	712190 - Nature Parks and Other Similar Institutions
32	713920 - Skiing Facilities
33	713930 - Marinas
34	487110 - Scenic and Sightseeing Transportation, Land
35	487210 - Scenic and Sightseeing Transportation, Water
36	487990 - Scenic and Sightseeing Transportation, Other
37	532284 - Recreational Goods Rental
38	561599 - All Other Travel Arrangement and Reservation Services
39	611620 - Sports and Recreation Instruction
40	611699 - All Other Miscellaneous Schools and Instruction
41	711310 - Promoters of Performing Arts, Sports, and Similar Events with Facilities
42	711320 - Promoters of Performing Arts, Sports, and Similar Events without Facilities
43	713290 - Other Gambling Industries
44	713990 - All Other Amusement and Recreation Industries
45	712130 - Zoos and Botanical Gardens

*\*NAICS: North American Industry Classification System — originally developed for use by U.S. government agencies for the collection, analysis and publication of data related to the U.S. economy*

*Source: Missouri Department of Revenue*